

Employment Opportunity in the Family Liaison Office

Program Specialist (Social Media), GS-301-11, full time, two-year limited appointment, with potential to be extended up to a maximum of five years, Excepted Service, Schedule A. This appointment is not in the Competitive Service. The selected candidate will receive a two-year Non-Career term appointment with benefits (FERS, TSP, FEGLI and FEHB). **The application deadline for this position is 11:59 p.m. EDT, November 4, 2016.**

Summary

The position is located in the Family Liaison Office (FLO), Bureau of Human Resources, Department of State. The incumbent of this position reports to the Division Chief and receives day-to-day guidance from FLO's Communications and Outreach Officer in managing FLO's social media program to include building and implementing social media strategy, and developing, editing and publishing content on various social media platforms. The incumbent is responsible for marketing FLO and its programs on social media and also participates in the planning and implementation of FLO outreach activities. This position is located in Washington, DC, but may require some travel.

The Family Liaison Office was established in 1978 to improve the quality of life of Foreign Service employees and their family members. The FLO assists both employees and family members in the areas of family member employment, educational counseling, crisis support, unaccompanied tours, and expeditious naturalization. FLO provides support to evacuees from overseas missions, is the functional office for the worldwide Community Liaison Office program, and organizes Washington and overseas training conferences annually. FLO produces numerous publications and electronic media and its staff participate in numerous presentations in FSI courses, to other agency personnel, and to post communities overseas. Further information about FLO is on the Internet at www.state.gov/flo.

The Family Liaison Office serves employees and family members not only from the Department of State, but also fields questions and makes referrals for many agencies with personnel abroad including the U.S. Agency for International Development, the Foreign Commercial Service, the Justice Department, and Peace Corps, among others.

Key Requirements

- A. U.S. Citizenship.
- B. Ability to obtain and maintain a Top Secret security clearance.

Major Duties

- A. Serves as community manager for FLO's social media platforms and monitors other Foreign Service social media sites/online communities; researches newly emerging social media opportunities and makes recommendations on expanding or changing FLO's social media programs.
- B. Monitors and analyzes available statistical data, including site traffic, to identify discussion points likely to attract the target audience and generate highest degree of participation.

- C. Develops and recommends marketing strategies affecting the long-term and short-term goals of the social media programs; collects, reviews and analyzes program information data and provides comprehensive assessment of the social media program.
- D. Creates and/or re-purposes content for effective use across multiple platforms. Tailors text, photos, or videos to reach target audiences, ensuring that FLO programs and services are clearly presented in a concise, up-to-date, user friendly format.
- E. Ensures consistent branding in accordance with established FLO guidelines, recommending updates and changes needed to conform to the requirements of social media and website platforms. Based on Department regulations and policies, ensures that site content is properly safeguarded and that information is not released to unauthorized parties.
- F. Ensures program compliance by evaluating the program effectiveness on providing a platform for interaction and information and resource sharing as a means of informing FLO clients about FLO's mission and programs.
- G. Attends and organizes briefings and outreach events.

Qualifications (ranking factors). The successful candidate must have:

- A. A minimum of 3 years of experience living in a Foreign Service community abroad as an Eligible Family Member (EFM) or Member of Household (MOH).
- B. Ability to demonstrate expert knowledge of social media and online community building principles, platforms, technologies, and approaches to coordinate content.
- C. Ability to demonstrate effective oral and written communication skills to create or re-purpose content for effective use across multiple platforms to reach target audiences.
- D. Experience in marketing and outreach campaigns that raised awareness and increased demand.
- E. Experience with managing and/or participating in online social networking sites, highly familiar with current Foreign Service social media sites, and sensitive to current concerns or interests expressed there.
- F. Demonstrated skills in use of computer software, including Microsoft Office Suite and photo and graphics software to produce on-line and print communications, as well as demonstrated experience setting up webinars and online surveys.

Availability is a key factor.

How to Apply

Interested individuals may submit one of the following: an Application for Employment as a Locally Employed Staff or Family Member (DS-174), or a Federal resume (see important instructions for submitting a resume at the end of this announcement). Note: there is no vacancy announcement number; please reference the position title: Program Specialist (Social Media), GS-301-11.

In addition, each candidate must submit a supplemental statement that addresses each of the qualifications (ranking factors) in paragraph 8 and explains in detail how the applicant's experience (paid or unpaid), education or special training relates to those qualifications. Please include your name and the title and grade of the position for which you are applying. Applications that are incomplete or mailed in government postage-paid envelopes will not be considered.

Please note that because all Family Liaison Office positions are in the Excepted Service, neither past nor current Federal nor executive order eligibility is required. However, if applicants have government employment status or eligibilities, it is helpful to document this in the application to assist in determining the level of skills and abilities of each candidate.

Summary of Required Application Elements

In summary, you must include ALL of the following. **If ANY item is missing or incomplete, your application cannot be considered:**

- A. A DS-174, a Federal resume, or any other format that contains ALL of the required elements listed in paragraph 13 of this announcement; NOTE: these forms or formats can be found on the internet. The DS- 174 should not be submitted via eForms. Please submit the DS-174 as an email attachment;
- B. "Supplemental Statement" addressing EACH of the Qualifications and Ranking Factors IN DETAIL. The supplemental statement should list each qualifications/ranking factors in section 8 above and a brief summary of how the applicant meets that particular qualification. A cover letter should not be substituted for the supplemental statement;
- C. For Federal employees (including former employees and those in FSFRC Reserve Status or INWS):
 - 1. Most recent Performance Appraisal Report or EER (even if several years old), or if one does not exist, a form DS-1812 or equivalent form from another agency;
 - 2. Most recent SF-50 (even if several years old); and
 - 3. All non-competitive eligible candidates should submit proof of eligibility.
- D. For those applicants without Federal employment experience, performance appraisals are optional; and E. Veterans must demonstrate proof of eligibility by submitting their DD-214 (member copy 4) along with their SF-15 and VA Letter (if applicable).

Send applications to Sherry Young, HRSS/SEU by fax at (843)202-3807 or by email to **HRSEU@state.gov**. Please indicate in the email subject line "**Program Specialist (Social Media), GS-301-11**" to ensure applications are routed correctly and please include the applicant's name in the title of any email attachments. Applications may also be sent to Susan Clark-Pothier, HR/SS/SC, 1999 Dyess Avenue, Building E, Charleston, SC 29405. **The application must be received by 11:59 p.m. EDT, November 4, 2016.** If there are any questions regarding this announcement, please contact Gabrielle Hampson, Division Chief, M/DGHR/FLO, at (202)647-1076 or **HampsonGA@state.gov**. Applicants may want to email, cable, or fax (202-647-1670) their intention to apply to Ms. Hampson.

Evaluation Method: The determination of basic eligibility is based upon review of the federal application or resume and supplemental statement. It is imperative that the information provided be in sufficient detail to permit accurate evaluation of eligibility and background as they relate to the qualification requirements listed in the announcement. Competition for vacancies in the Family Liaison Office is very keen.

Privacy Act Information: The Office of Personnel Management and other Federal agencies rate applicants for Federal jobs under the authority of sections 1104, 1302, 3301, 3304, 3320, 3361, 3393, and 3394 of title 5 of the United States Code. The information requested is needed to evaluate your qualifications. Other laws require inquiring about citizenship, military service, etc.

Information for those who wish to submit a resume: Please note that although neither the format nor a particular application form is specified, there is certain information that applicants must provide in order to determine if the legal requirements for Federal employment have been met and to evaluate one's qualifications. If a resume format is used, it must contain the following information for the applicant to be considered for the position:

Personal and Education Information

- A. Full name, mailing address (with zip code), and day and evening phone numbers, including area code;
- B. Social Security Number;
- C. Country of citizenship (most Federal jobs require U.S. citizenship);
- D. Veteran's preference (proof of eligibility is required);
- E. Highest Federal civilian grade held, including series, beginning, and ending dates;
- F. Name, city, and state of last high school attended and date of diploma or GED; and
- G. Name and state of colleges and universities attended; major fields of study, type and year of any degrees received (if no degree, show total number of credits earned, and indicate whether they are in quarter or semester hours).

Work Experience and Other Qualifications

Applicants must provide information on their work experience, both paid and non-paid, that is related to the position for which they are applying, including:

- A. Job Title (series and grade if Federal employment);
- B. Duties and accomplishments;
- C. Employer's name and address;
- D. Supervisor's name and telephone number (indicate if we may contact your current supervisor);

- E. Starting and ending dates of employment (month/year);
- F. Hours worked per week;
- G. Salary;
- H. Any other qualifications, including: job-related training (title and date of course), skills (e.g. languages, typing speed, and computer software/hardware), current licenses, or honors, awards, and special accomplishments (e.g. honor societies, publications); and
- I. Date available.

For additional guidance on the preparation and submission of an application for a U.S. government position, applicants may contact the Department of State Career Development Resources Center (CDRC). This service is available at no cost to employees and family members of U.S. government employees serving overseas under chief of mission authority. The CDRC can be contacted via telephone at 202-663-3042 or via email at **CDRC@state.gov**. The CDRC is located at SA- 1, Room L321, Columbia Plaza, 2401 E St. NW, Washington, DC 20520.